BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 1:Exploring Business**
Learning aims	**A**: Explore the features of different business organisations and what makes them successful **B**: Investigate how businesses are organised
Assignment title	**Features contributing to the success of contrasting business organisations**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have been accepted onto a work placement in the Economic Development Unit (EDU) at your local council. The EDU is dedicated to helping businesses to start, grow and prosper. You will be working with the officers who are responsible for publications, brochures and guides You have been asked to research and collect information on two contrasting businesses and use this evidence to write a report on why businesses are successful.

Task 1	The features contributing to the success of contrasting businesses. The EDU has given you a list of suitable businesses and you will need to carry out initial research on these businesses before selecting **two** contrasting businesses for your report. To provide a suitable contrast the businesses must have contrasting features, e.g. types of ownership and liability, scope, sector and/or size. You will have to gather comprehensive research evidence for each business. Your research should include: • Features of the business to include ownership and liability, purpose, sector, scope of activities and size • organisational structure and functional areas • the business mission, vision and values, aims and objectives • the relationship with internal and external stakeholders, to include how it communicates with these stakeholders and the influence they have on the business • possible reasons for success. Using this research, prepare a report that investigates and assesses the reasons for the success of these two

	businesses. The report will evaluate how each organisation's features, and the relationship and communications with internal and external stakeholders, supports and enables the business in achieving its aims and objectives and in being successful. The report will have a clear conclusion that is fully justified by well- balanced, developed arguments, and is supported by good use of research evidence.
Checklist of evidence required	Individual Report Research Log

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
1/AB.D1	Evaluate the reasons for the success of two contrasting business organisations, reflecting on evidence gathered.
1/A.M1	Assess the relationship and communication with stakeholders of two contrasting business organisations using independent research.
1/B.M2	Analyse how the structures of two contrasting business organisations allow each to achieve its aims and objectives.
1/A.P1	Explain the features of two contrasting business organisations.
1/A.P2	Explain how two contrasting business organisations are influenced by stakeholders.
1/B.P3	Explore the organisation structures, aims and objectives of two contrasting business organisations.

Sources of information to support you with this Assignment	**Websites** www.bized.co.uk Business education resources with case studies, simulations and worksheets www.businesscasestudies.co.uk The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners www.mindtools.com/CommSkll/WritingSkills.htm Tips on how to develop good communication skills. www.tutor2U.com This site provides resources and revision materials. There are also links to other sources of information.
Other assessment materials attached to this Assignment Brief	*eg, work sheets, risk assessments, case study*